



Maricopa County Attorney

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News Release



Can You Dig It? Valley Kids Plant the Promise at the Metrocenter Mall

On October 26th from 10am to 3pm Metrocenter Mall transforms into a garden for children. After signing the Drug Free Pledge, kids from across the valley will roll up their sleeves and plant a red tulip bulb. The tulip bulbs commemorate Red Ribbon Week. This is a week set aside every October to discuss drug prevention and education. Red Ribbon Week began in 1985 as a tribute to DEA officer Enrique Camarena who was shot and killed by drug lords in Mexico. The "Plant the Promise" concept was designed to show children how delicate life really is and how much we need to care for living things, especially ourselves. Planting flower bulbs has always been a symbol of hope. This fall, planting the red tulip bulbs will symbolize a hope for a drug free Arizona and America. Besides planting the bulbs, from noon to 2pm there will be prizes for kids, food, mall coupons and some of the hottest young singers and dancers in the valley. Don't miss this great opportunity to showcase kids doing great things.

"Plant the Promise" takes place in front of JC Penney's at the Metrocenter Mall. For interviews or photo opportunities, please contact:

Shelly Miller (602) 525-8746
Drug Free AZ Coordinator
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